

# The Experimental Household Pulse Survey

## Discussant Comments

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# Pulse - noun (1)

## Definition of *pulse*

(Entry 1 of 3)

1a : the regular expansion of an artery caused by the ejection of blood into the arterial system by the contractions of the heart

b : the palpable beat resulting from such pulse as detected in a superficial artery also : the number of individual beats in a specified time period (such as one minute) a resting pulse of 70

2a : rhythmical beating, vibrating, or sounding

b : [beat](#), [throb](#)

**3a : underlying sentiment or opinion or an indication of it**

b : [vitality](#)

4a : a transient variation of a quantity (such as electric current or voltage) whose value is normally constant

b(1) : an electromagnetic wave or modulation thereof of brief duration

(2) : a brief disturbance of pressure in a medium especially : a sound wave or short train of sound waves

5 : a dose of a substance especially when applied over a short period of time

# Pulse in the News

The New York Times

CITYLAB

## One-Third of American Renters Expected to Miss Their August Payment

An expansive census survey reveals a nation stretched to the brink by the financial toll of pandemic.

By [Kriston Capps](#)

August 7, 2020, 7:20 AM PDT

CALCULATOR

## People of Color Face the Most Pandemic Housing Insecurity

Census Bureau data show how households have struggled to stay current on rent and mortgage payments during the pandemic.

CORONAVIRUS

## Mental health issues spike amid historic pandemic and social unrest

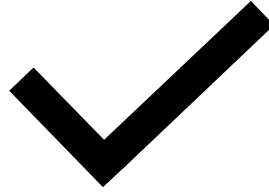
By [NANCY DILLON](#)

NEW YORK DAILY NEWS | JUL 04, 2020 AT 10:00 PM

# Questions

- **Why is the response rate so low? What are some hypotheses?**
- **What is the takeaway on Non-Response Bias? (Insignificant, Worrisome, Too early to tell)**
- **Is the current Geographic coverage adequate? What other areas, regions, localities should be covered?**
- **What more topics, questions can we include in the survey without impacting its efficacy (length)?**
- **Is the Census properly qualifying the info and data the Pulse provides given it is only administered by electronic means (no paper survey, no in person interviews). Are the caveats clear and understood by consumers of the data?**

# Proof of Concept



- The Household Pulse Survey has proven successful as evidenced by the demand of other Federal agencies to participate in the survey
- The HPS provides actionable data to an increasingly data hungry populace and policy framework.
- **Suggestion:** With Proof of Concept established evaluate the long-term role and purpose of the Household Pulse Survey and funding required to continue.
- **Suggestion:** Celebrate success of HPS to ensure Census gets the credit it merits.

# HPS Room for Improvement

- As with any new tool, hindsight is 2020 and learnings are available to apply and improve the study
- The weekly cadence may be too frequent for variables that do not change week to week.
- **Suggestion:** Conduct a review of the HPS to determine what worked and what didn't and what needs to be changed for the future.

# America Counts: Stories

- Stories chosen reflect internal interest of Census subject areas, e.g., Population, Business and Economy, Families
- Media outlets are lazy, and most newsrooms no longer have the headcount to conduct analysis on the PUF.
- **Suggestion:** Ensure a fair and representative rotation of topics for America Counts stories to increase the odds that “Newsworthy” articles reflect the breadth of the data. Ask Census PR office to conduct and analysis of what gets picked up.

# Household Pulse Survey as a Tool

- **Given Census has proved the Household Pulse Survey works, how else can it be used?**
- **Other uses can provide valuable rationale for continuing the survey once the Pandemic has subsided from memory.**
- **Is there a role for "message testing" in an environment where customary qualification methods (focus group) are unavailable?**
- **Suggestion:** Evaluate whether the Household Pulse Survey can be used to for other "stuff" that require a timely and flexible reaction and input from the American public and sub populations.

# Summary of Comments

- **The Household Pulse Survey proved itself as a quick and efficient way to collect data during an unprecedented Pandemic.**
- **The HPS is not a perfect tool, and its caveats should be proactively communicated as it is improved over time.**
- **The HPS America Counts Stories enjoyed a positive reception among media outlets at the national and regional level.**
- **The HPS is a valuable methodology and tool that may be indicated for other topics and subject matter.**